

**MASTER OF BUSINESS ADMINISTRATION
FOURTH SEMESTER
SERVICE MARKETING
MBA-403 A**

(Use separate answer scripts for Objective & Descriptive)

Duration : 3 hrs.

Full Marks : 70

(**PART-A : Objective**)

Time : 20 min.

Marks : 20

Choose the correct answer from the following:

1x20=20

1. Service is:
 - a. Intangible
 - b. Perishable
 - c. Inseparable
 - d. All of these
2. Service marketing mix comprises of:
 - a. 7ps
 - b. 4ps
 - c. 11ps
 - d. None of these
3. The stages of service life cycle are:
 - a. Introduction----maturity----growth----decline.
 - b. Maturity----growth----introduction----decline.
 - c. Introduction----growth----maturity----decline.
 - d. Decline----maturity----growth----introduction.
4. Service cost:
 - a. Is an internal factor affecting pricing decision.
 - b. Is an external factor affecting pricing decision.
 - c. Does not influence pricing decision.
 - d. Is an organizational factor.
5. When new services are introduced at high prices, this strategy is known as:
 - a. Penetration pricing
 - b. Skimming pricing
 - c. Value pricing
 - d. Psychological pricing
6. DAGMAR model developed by R. H. Colley consists of:
 - a. 4 stages
 - b. 5 stages
 - c. Both a and b
 - d. None of these
7. Examples of non personal communication channel are:
 - a. Newspaper, communication over telephone.
 - b. Bill boards, communication through mail.
 - c. Video tape, face to face communication.
 - d. Print media, broadcast media, display media.
8. The person who brings the service provider and the customer together for which they are paid a commission is called as:
 - a. Agent
 - b. Service agent
 - c. Broker
 - d. Co-producer
9. The personnel who come in contact with customers in the process of service delivery are known as:
 - a. Frontline staff
 - b. Technical support staff
 - c. Non-contact employee
 - d. All of these

10. A concept blueprint is a:
 - a. Micro level blueprint
 - b. Macro level blueprint
 - c. Optional requirement
 - d. None of these
11. Essential physical evidence in service include:
 - a. Business card
 - b. Hotel buildings
 - c. Brochures
 - d. Stationary
12. Important elements of physical setting are:
 - a. Ambience
 - b. Space
 - c. Décor and artifacts
 - d. All of these
13. Decider is a person:
 - a. Who proposes a brand
 - b. Recommends a brand
 - c. Takes purchase decision
 - d. Uses the service
14. Tracker is an online consumer:
 - a. Looking exactly for the product.
 - b. Only know the category of the product.
 - c. Want to buy something online.
 - d. All of these.
15. Queuing theory is a mathematical model of studying:
 - a. Waiting lines
 - b. Queue length
 - c. Waiting time
 - d. All of these
16. When customers decide not to join the queue if it is too long, this behavior of customer is called:
 - a. Balking
 - b. Reneging
 - c. Jockeying
 - d. Tandem queue
17. Competitive benchmarking can be used where:
 - a. Comparisons are made with directly competitive organizations.
 - b. Comparisons are made between operations unit.
 - c. Comparisons are made between specific function.
 - d. None of these.
18. Assurance means:
 - a. The human touch.
 - b. Employees' ability to inspire trust and confidence.
 - c. Both a and b.
 - d. Employees' willingness to respond to needs of customers.
19. Service quality consists of:
 - a. 1 dimension
 - b. 3 dimension
 - c. 5 dimension
 - d. 28 dimensions
20. Gap between customer expectation and management perception is the:
 - a. 5th gap of GAP model
 - b. 2nd gap of GAP model
 - c. 1st gap of GAP model
 - d. 4th gap of GAP model

(PART-B : Descriptive)

Time : 2 hrs. 40 min.

Marks : 50

[Answer question no.1 & any four (4) from the rest]

1. Define service. Explain the characteristics of services. 3+7=10
2. What do you mean by consumer behavior in service? Discuss the customer purchase decision in service. What are the types of decision roles a customer plays while purchasing service? 2+5+3=10
3. Explain service process planning. 10
4. Define service blueprint. What are the key steps of preparing service blueprint? Write down the uses of service blueprint. 3+4+3=10
5. Discuss the role of service sector in the Indian economy. 10
6. Write down the factors that influence the choice of location of service premises. What are the promotions mixes for services? 8+2=10
7. What do you mean by heavy users and non-loyal customers? Discuss the bases of targeting customers. 4+6=10
8. Write notes on: 2+2+2+4=10
 - a. Service recovery.
 - b. Spontaneity.
 - c. Adaptability.
 - d. Role of technology in customer satisfaction.

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